

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Hyderabad Convention Visitors Bureau (HCVB) - Promoting Hyderabad as a Convention Capital of India - Corpus Fund - Release of Rs.50,00,000/- (Rupees Fifty Lakhs Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 771

Dated: 04-10-2013

Read:

1. D.O.Letter No. 1618/T(A1)/2011, YAT & C (T) Department, Dated: 13-06-2011.
2. G.O.Rt.No. 3568, Finance (Expr.GAD-II) Department, Dated: 01-10-2013

ORDER:

Andhra Pradesh, particularly Hyderabad has competitive advantage over other Indian States in terms of Medical Tourism and MICE Tourism. The presence of the best airport, convention centre, exhibition facility, hotels on par with the best urban infrastructure, moderate climate and attractive tourist destinations can help position Hyderabad as the most preferred destination for MICE Tourism. In order to promote Hyderabad as a Convention Capital of India, the Tourism Department with the help of industry members has proposed to constitute a Bureau under the title "Hyderabad Convention Visitors Bureau". It will consist the representatives of all important Stake Holders like Hoteliers, Travel Agents, Air Lines, Tours & Travels, etc., Government is aiming this HCVB as an important Stake Holder regarding MICE Tourism and will interact with the Bureau in organizing conventions, seminars, etc., for promoting Tourism in the State. As part of that it was felt necessary to provide matching grant by the Government to the HCVB in proportion of the corpus fund provided by the industry members. The Government also represented in the General Body of the Bureau.

2. The HCVB has enrolled 13 members in the Industry and raised an amount of Rs.1.50 Crores approximately out of the scheduled amount of Rs.2,26,60,000/-. As an important Stake Holder, the Government of Andhra Pradesh has also to contribute equal share i.e. Rs.2,26,00,000/- as corpus fund match. Government will be benefited as it will provide maximum boost to the Tourism Industry in the State as HCVB facilitates conventions, seminars and interaction with branded Multi National Companies which in turn fetch good market to the Tourism Industry in the State.

3. Government after careful examination of the matter hereby sanction an amount of Rs.50,00,000/- (Rupees Fifty Lakhs Only) initially as part payment of corpus fund contribution of Government of Andhra Pradesh to M/s. Hyderabad Convention Visitors Bureau, Hyderabad in connection with promoting Hyderabad as a Convention Capital of India.

4. The amount sanctioned at para - 3 above shall be debited to the following head of account:

"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, SH (20) - PMU - Promotion of Tourism / Events, 500 - Other Charges, 503 - Other Expenditure".

(P.T.O)

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5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above through AC Bill and disburse the same to M/s. Hyderabad Convention Visitors Bureau, Hyderabad through bank. The following are bank account details:

Bank Name	:	Housing Development Finance Corporation
Branch	:	Jubilee Hills
Bank A/c. No.	:	208 314 500 000 47
IFSC Code	:	HDFC 000 2083

6. This order issues with the concurrence of the Finance (Expr.GAD - II) Department vide their U.O.No. 23044/309/E.GAD II/A1/13, Dated: 03-10-2013.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Hyderabad Convention Visitors Bureau, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.
The YAT & C (PMU-Claims) Department.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER